

# Implicit Bias



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Goal

Recognize  
implicit bias  
and to reduce  
its impact.



# Defining Preference



**Preference is a greater liking of one alternative over another.**

# Self Reflection

- We all have our own preferences but is that okay?
- How do our preferences develop?
- Is there a problem with pressuring my preferences on others?

# PREFERENCE

IS A BRAIN SHORT-CUT INFLUENCED BY  
CULTURE AND ARE NOT ALWAYS  
ACCURATE.



# Defining Bias

Prejudice in favor or  
against one thing,  
person, or a group  
compared with another,  
usually in a way  
considered to be unfair.



# AFFINITY BIAS

OUR NATURAL TENDENCY TO LIKE PEOPLE SIMILAR TO US  
(IN-GROUP) AND DISLIKE THOSE DISSIMILAR TO US  
(OUTGROUP) (MCCORMICK, 2016)

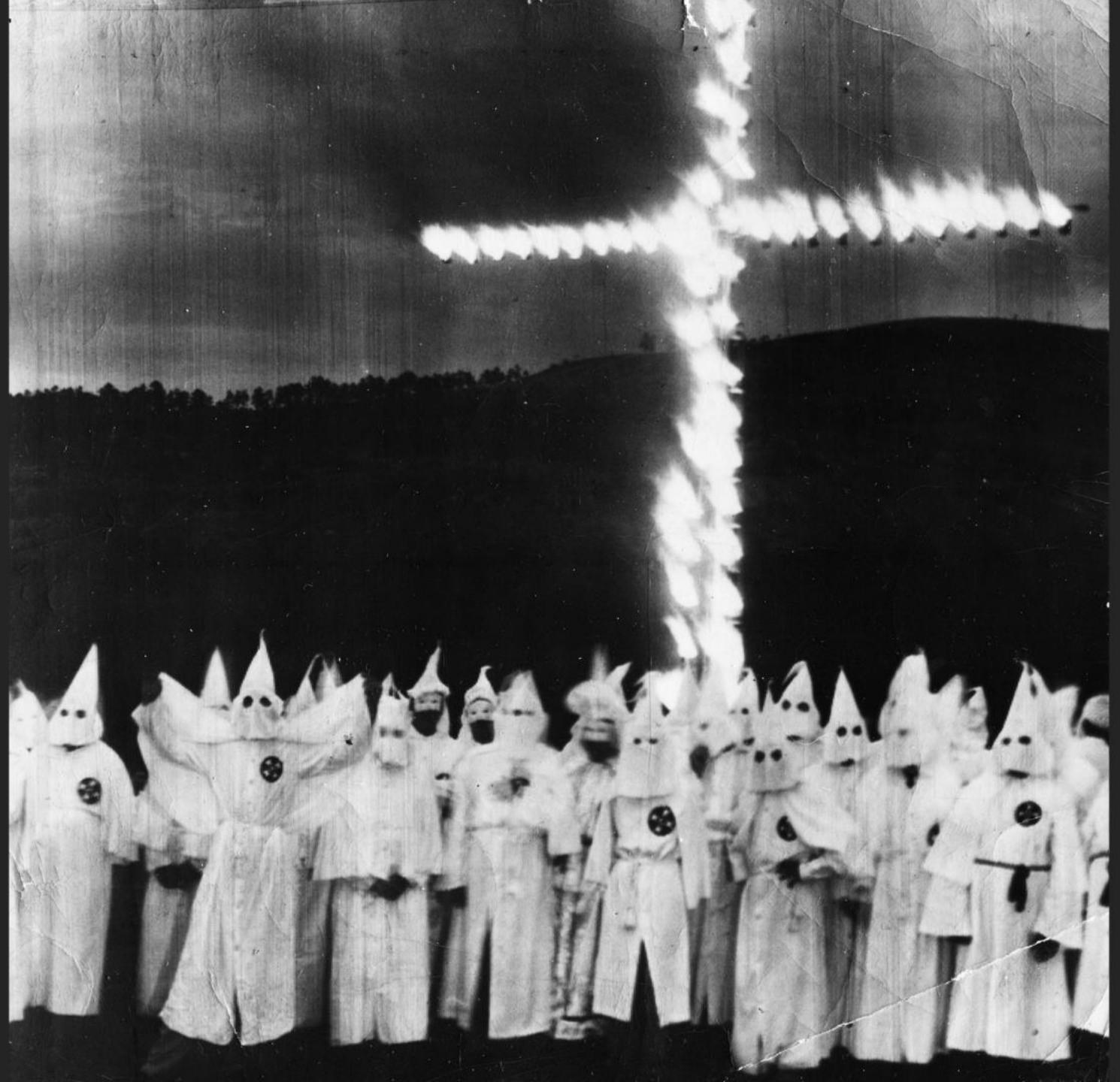
"We  
naturally  
trust people  
like us."





# Explicit Bias

- Attitudes and beliefs we have about a person or group on a conscious level.
- Belief that your race, religion, gender, political party, etc. is superior to others and you do things to marginalize those you deem "lesser".
- Create rules/laws/work policies to ensure the "lesser" group is "contained".
- Examples: Racial Profiling, Genocide.



# Implicit Bias...

... is an automatic unconscious attitude or stereotype based on past experiences and associations that affects our behavior and decisions about others.

... occurs when individuals make judgments about people based on gender, race or other factors without even realizing they're doing it.

... is my brain's short-cuts influenced by culture and life experiences that unconsciously guide my behavior.

# The Brain & Biases

## FAST

- Erequent
- Automatic
- Subconscious
- EmoTional



## SLOW

- Seldom
- Logical
- cOnscious
- Weigh Options



# Survival Instinct

**STRESS/Unlike**  
Fight  
Flight  
Freeze  
(Nonrelational)



**CALM/Like**  
Rest  
Nest  
Digest  
(Relational)

# Project Implicit



























# IAT

- Participants are given two sets of images and two lists of words
- The images and words are set to flash up at random on a computer screen
- Response times are recorded
- The longer the time it takes to accept a pairing, the greater our bias

## Implicit Association Test

Next, you will use the 'E' and 'I' computer keys to categorize items into groups as fast as you can. These are the four groups and the items that belong to each:

Category	Items
Foreign	     
American	     
Asian American	     
European American	     

There are seven parts. The instructions change for each part. Pay attention!

Continue





## *The Brain & Binge*

Researchers estimate our unconscious brain is capable of processing \_\_\_\_\_ bits of visual information every second (Koch, 2006).

- 10,000
- 100,000
- 1,000,000
- 10,000,000
- 100,000,000

## *The Brain & Binge*

Researchers estimate our unconscious brain is capable of processing \_\_\_\_\_ bits of visual information every second (Koch, 2006).

- 
- 
- 
- D. 10,000,000
- 



# Negative Impacts of Implicit Biases

- Can hurt people
- Prevent the recruitment/hiring of good people
- Create a toxic workplace and decrease productivity
- Loss of high performing staff or hamper promotion
- Discriminate against and decrease customers
- Stifle advantageous partnership growth
- Disrupt profitability, growth and competition
- Cause a costly breaking of the law



# Strategies



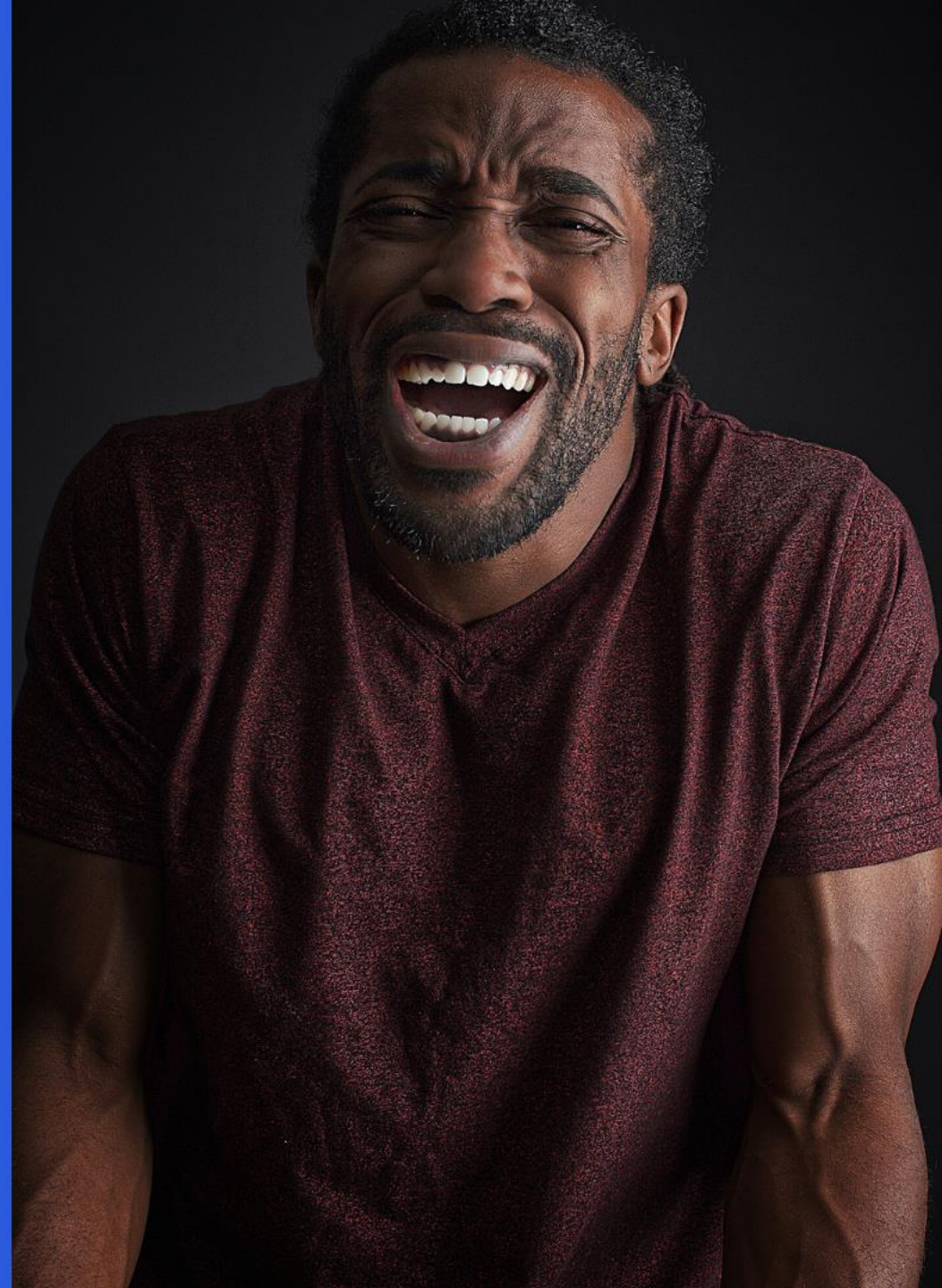


# What is Our Organizational Culture?

An organization's culture encompasses their general

- Attitudes,
- Norms, something that is usual, typical or standard (i.e. routines),
- Values,
- Common language/acronyms,
- Customs, and
- Behaviors that define the company.

A positive culture aids retaining current employees and attracts top candidates for job openings.







# Examine Your Workplace

**Instructions: List one suggestion for reducing implicit bias in each work area.**

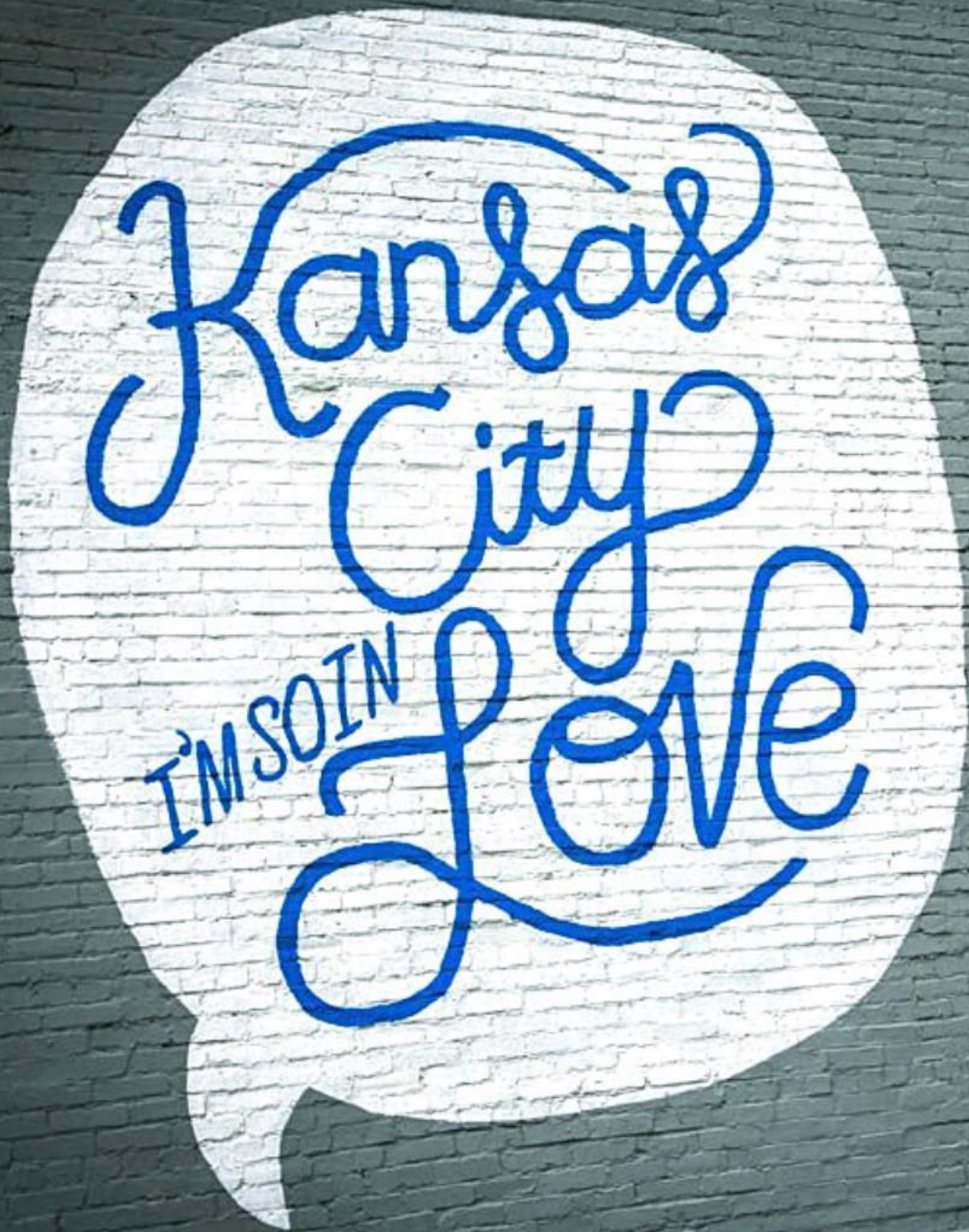
- **Recruitment/Hiring**
- **Workplace Culture**
- **Upward Mobility/Retention**
- **Customer Service**



# Examine Yourself

- [implicit.harvard.edu/implicit/](https://implicit.harvard.edu/implicit/)
- What can I do every day this week?
- When and where will I do this?
- Who will hold me accountable?





## Contact Details

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